

LINKSHARE LEAD ADVANTAGE

The world of online marketing is constantly changing with new technologies and services now available that provide additional opportunities to find and deliver qualified customers. Running a successful lead generation campaign for insurance can be challenging in this environment. At LinkShare, we have a proven track record of delivering quality leads for insurance and we can help you keep costs down because you only pay for leads that meet your strict requirements.

LinkShare has over a decade of experience in online performance-based marketing driving some of the most successful online lead generation programs on the Internet. The LinkShare Network is one of the largest global networks in the industry and has created tens of thousands of active partnerships. LinkShare Lead Advantage utilizes the power of that network along with our deep online marketing expertise in the insurance industry to deliver high quality, targeted leads to insurance advertisers. When you select LinkShare Lead Advantage, you will benefit from LinkShare's deep experience with a variety of insurance types including health, home, life, and automobile insurance. LinkShare will develop, implement and manage each stage of your lead generation campaign, with a focus on understanding your unique needs and driving results according to your requirements. Best of all we will manage the risks and complexities across your online marketing channels so you can stay focused on your core business. Best of all you only pay for results: qualified leads.

Leverage a Massive, High Quality Network

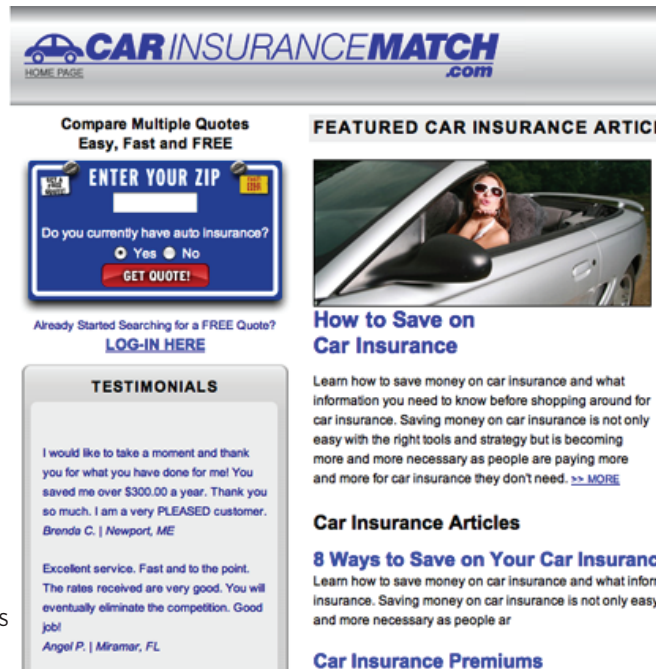
Because of the size and reach of our network, LinkShare is able to leverage economies of scale to deliver cost-effective lead generation campaigns for insurance. Another reason for LinkShare's superior quality network is our unique Network Development group. Specialists in this group are focused on prospecting, managing and growing LinkShare's publisher network and maintaining its high standards on your behalf.

We Know the Insurance Industry

LinkShare has been working with the insurance industry since the company was founded. With excellent brand names like Gerber Life Insurance, CaliforniaHealthPlans.com, and Camping World RV and Auto Insurance, you can feel confident in our industry expertise. We can offer vertically specialized Account Teams who will create a targeted marketing plan designed specifically for your needs.

Proprietary Sites that Drive Results

LinkShare has also created a variety of proprietary sites to generate traffic for a wide range of advertisers in many different verticals, including insurance. Our vertical expertise combined with a passion for customer service enables us to generate thousands of qualified leads for our insurance advertisers.

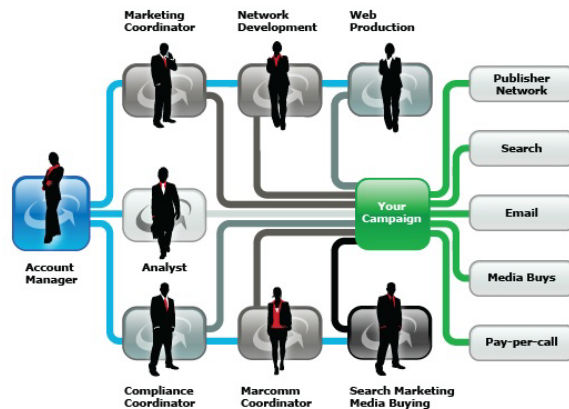


The screenshot shows the CAR INSURANCE MATCH website. At the top is the logo with a car icon and the text "CAR INSURANCE MATCH .com". Below the logo is a navigation bar with "HOME PAGE". The main content area is divided into several sections: 1. "Compare Multiple Quotes Easy, Fast and FREE" with a form titled "ENTER YOUR ZIP" and a question "Do you currently have auto insurance?" with "Yes" and "No" radio buttons and a "GET QUOTE!" button. 2. "FEATURED CAR INSURANCE ARTICLES" with a photo of a woman in a convertible car and the title "How to Save on Car Insurance". 3. "TESTIMONIALS" with two testimonials: one from Brenda C. | Newport, ME and one from Angel P. | Miramar, FL. 4. "Car Insurance Articles" with the title "8 Ways to Save on Your Car Insurance".



Draw on our Experienced Campaign Managers

When you decide to have LinkShare run your lead generation campaign, you will have confidence in knowing our comprehensive campaign management team is working for you. LinkShare utilizes a cross-functional team to manage all aspects of the campaign, including recruiting new partners, managing various online channels and using analytics to optimize lead volume. LinkShare provides you with Account Managers that specialize in the Insurance industry and know exactly what strategies will help your campaign to be successful.



Benefit from Accurate Tracking Technology

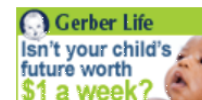
LinkShare Lead Advantage uses advanced Web Services tracking technology, which is not cookie-based, ensuring greater accuracy and reliability in reporting. Unlike pixel technology used in other networks, LinkShare's core tracking technology prevents transaction loss from cookies being blocked or tracking pixels not loading. In addition, LinkShare employs lead verification technology before sending leads to its advertisers. The end result is greater assurance that transactions are being accurately reflected, improving lead quality. We'll work directly with your technology team to help make implementation quick and easy.

How Lead Advantage Differs from LinkShare Affiliate Marketing

Although LinkShare Lead Advantage taps into the publishers in our affiliate marketing network, there are several differences between lead generation and affiliate marketing:

- You only pay for qualified leads that meet your requirements. Lead Advantage uses a CPA (cost-per-action) model so your financial risk is greatly reduced.
- We provide you with flexibility by helping drive traffic through a variety of online channels including e-mail, search, media buys, and new innovative services like pay-per-call.
- The Lead Advantage team completely manages all aspects of your campaign, optimizing all aspects of your multi-channel strategy and maintaining publisher relationship terms and enforcing compliance

LinkShare Lead Advantage Insurance Clients Include:



Discover what LinkShare Lead Advantage can do for your business at www.linkshare.com or call 646.943.8200. E-mail inquiries to: leadadvantage@linkshare.com.